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PARASOCIAL INTERACTION ON SOCIAL MEDIA: CAN IT AFFECT PARASOCIAL RELATIONSHIP?

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A B S T R A K

Media sosial dapat digunakan sebagai saluran untuk melakukan interaksi parasosial antara influencer sosial dan pengikutnya, dan kemudian interaksi mereka dapat berkembang menjadi hubungan parasit. Penelitian ini bertujuan untuk mengetahui pengaruh interaksi parasosial pada media sosial, yaitu YouTube dan Instagram influencer sosial kecantikan, Rachel Goddard terhadap hubungan parasosial. Metode yang digunakan regresi linier berganda untuk menemukan efek perbandingan dari platform media sosial yang berbeda pada interaksi parasosial untuk membentuk hubungan parasit. Sampel penelitian adalah 388 mahasiswi Universitas Gunadarma menggunakan purposive sampling. Penelitian ini juga menggunakan pendekatan Penetrasi Sosial untuk menganalisis bagaimana interaksi parasit mempengaruhi hubungan parasosial melalui media sosial. Hasil penelitian menunjukkan bahwa secara bersamaan, interaksi parasosial di YouTube (X1) dan di Instagram (X2) terhadap hubungan parasosial (Y) memiliki efek positif dan signifikan. Ini menunjukkan bahwa mereka memainkan peran penting sebagai media untuk interaksi parasosial untuk membentuk hubungan parasosial. Semakin banyak Anda berinteraksi di YouTube dan Instagram, semakin banyak hubungan parasosial yang Anda miliki. Secara parsial, interaksi parasosial di Instagram memiliki t-hitung yang lebih besar daripada t-hitung interaksi parasosial melalui YouTube, itu berarti interaksi parasit di Instagram memiliki efek yang lebih kuat daripada YouTube pada hubungan parasit. Kami menyimpulkan bahwa secara umum menggunakan saluran media sosial yang berbeda. melakukan interaksi parasosial dapat menembus tingkat hubungan parasosial, dan Instagram terbukti lebih efektif untuk memiliki hubungan parasosial yang lebih dalam daripada YouTube.

INTRODUCTION

YouTube channel can be used to drive social and physical attraction that form parasocial relationship (Kurtin, O'Brien, Roy & Dam: 2018). Parasocial interactions on social media will lead to parasocial relationship between celebrity and its audience (Cohen, 2009). Not only YouTube but also Instagram is used to build and maintain social relationships with other people" (Lee et al., 2015). Yuni (2015) found that the use of social media has a positive and significant relationship towards parasocial relationships.

Parasocial relations develop when audience thinks that the character portrayed by the media "as if they were in their circle of peers" (Horton and Wohl, 1956 in Chung and Cho, 2014). Thus, this parasocial relationship increasingly emerges through social media, such as sharing video sites and Instagram to make fans of a famous person or celebrity easy to connect and interact with their favorite celebrity (Cohen, 2014). Today's YouTube and Instagram content about make-up and cosmetics ranked first so that beauty and fashion vloggers also emerged (Pradika, 2017). Previous research findings showed that when consumer of products feel connected to the brand through individual interactions on social media, they also feel a deeper sense of loyalty to company products (Labrecque, 2016).

This research aims to compare the influence of parasocial interactions on YouTube and Instagram towards parasocial relations between Indonesian beauty vlogger, Rachel Goddard and her followers.

LITERATURE & METHODOLOGY

Parasocial Interaction

The concept of parasocial interactions has become well established in media literature and communication since this term first appeared in an article by Horton and Wohl (1956). The parasocial interactions were initially defined as real face-to-face interactions that could occur between media characters and their audiences. While the audience consists of mass media users, media figures can include several types of media figures (or personae) such as presenters, actors, or celebrities. Persona behaviour during any interaction event (for example, a television program, commercial, or talk show interview) helps viewers to form an opinion about the character, which is then followed by the viewer to the next level of parasocial (Auter, 1992).

As with interpersonal interactions, this opinion will then affect the audience's feelings about persona's behaviour, which will then affect the parasocial relationship with the person (Alperstein, 1991). In addition, although each encounter with a media persona will cultivate some level of parasocial interaction, a strong feeling of media figures will occur only after a person has been exposed to a number of parasocial meetings (Auter 1992). With recurring meetings, the viewer will gain an improved attribution trust about the personality in the media (Perse & Rubin, 1989).

Conceptually, parasocial interactions can be considered the same as interpersonal social interactions or relationships, although they usually consist of much weaker bonds. When viewers preview even meet with their idol celebrities and over time, the meeting can make the viewer begin to

feel intimate feelings with celebrities as if they were close friends. When the 'relationship' increased, watching impressions about the celebrity could increase to retain friendship (Rubin, Perse, 1989). In addition, repetitive viewing can be a natural habit, where watching this repeatedly can be planned by the viewer, and that impression can be an important part of the viewer's daily life.

Parasocial Relationship

Various forms of involvement with media persona in parasocial interactions are also a response of mediated characters such as identification, imitation, and attraction. It is considered to represent the complement of social interactions and the form of mass media dependence to meet the needs of social interactions (Nabi & Oliver, 2009).

The presence of social media and fan sites meet the desire of the audience to continue learning about his idol, the use of social media has changed the relationship that makes it easy for celebrities to communicate constantly with her followers.

From an audience perspective, the intensity of a parasocial relationship resembles the intensity of romantic social relationships and other social relationships, relating to adult bonding patterns. When a parasocial relationship is formed, they try to develop a way similar to the social connections they usually live. The effects of a media persona are not confined to the behavior of media messages, but include emotional effects that affect our lives and how audiences relate to them.

Horton and Wohl proposed that a symbolic relationship evolved between media personas and audiences who played interactive roles with each other (Nabi & Oliver, 2009).

Weaver (1993) reveals a relationship has emotions with varying degrees of proximity (intimacy). Emotions in interpersonal relationships occur if they involve:

1. Repeated interaction. There is an interaction that occurs repeatedly, it is related to the intensity and frequency of the meeting. Repeated interactions will make communication in the relationship feel more individual.
2. High self-disclosure. There is a high level of freedom to reveal all information concerning him.
3. High interdependence. A high sense of dependence on couples. Interdependencies become very high because there is negotiation going on.
4. High emotional involvement. Where there are strong emotions that are felt and expressed spontaneously.

Social Penetration Theory

Social penetration theory emerged first in 1973 through the writings of Irwin Altman and Dalmas Taylor which was published in the book titled "Social Penetration: The Development of Interpersonal Relationships" (Altman & Taylor, 1973). They explain the thesis on a interpersonal relationship will end as a best friend (intimate) if they perform a series of processes systematically or orderly in a stage and form, where this

first process must go through initial surface levels then through more intimate exchange tiers as a function of immediate and approximate results (Miller, 2002).

In this way the social penetration process describes the stage of the relationship in which individuals move from a supervised communication to a more intimate communication (Altman & Taylor, 1973).

The social penetration theory also explains that with the proliferation of relationships, expanse and depth will increase. When a relationship becomes corrupted, expanse and depth will often (but not always) decline, this process is called dependent (Devito, 1997).

Altman and Taylor use the analogy or model of onion (union model) in explaining the social penetration phases. The first layer is a layer that can be accessed by everyone. The outer layer is a common self that can be reached by everyone who cares to see it. The main pathway to conduct social penetration in greater detail is self-disclosure, which is the disclosure of personal things from us to others voluntarily (Griffin, 2006).

Computer Mediated Communication

Computer Mediated Communication (CMC) is a term used for communication between two or more people who can interact with each other through a different computer. According to John December (1997) CMC is an interhuman interaction through computer technology and interrelated in the process of forming media for a wide range of purposes. In addition, CMC is a human process of communicating using via computer,

involving a person, in a particular context situation, by engaging in the process to form the media as a destination (Thurlow et al., 2004).

The thing here is not how two or more machines can interact with each other, but how two or more people can communicate with each other using a computer tool through an application program on the computer. In fact, it is not only a computer and an Internet network, but in such a computer there must be certain programs or applications that allow communicators to interact with their community. According to CMC experts, Joseph Walther and Malcoms Parks, the following is a form of internet technology that tends to be interesting in the CMC i.e. 1) E-mail, mailing lists; 2) Weblog; 3) Instant Messaging (Thurlow et al., 2004). Nowadays, there are many online media companies that open tools or containers to encourage CMC to a wider audience, including Facebook, Twitter, Instagram, YouTube, and Weblog.

The internet can be seen as a mass media that adds one-to-one, many-to-many and many-to-one relationships. In other words, looking at the internet as mass media has helped explain some aspects of the online events (Wood, 2005). The development of internet technology requires people to use the computer as information media, make the convergence of the internet divided into three parts, namely: cyberspace, cybersociety, and cyberculture (Thurlow et al., 2004).

Type of Research

The research approach used in this research is quantitative assessment. Data collection techniques in this study

were carried out using a questionnaire list or structured written statement. This questionnaire is distributed directly to respondents with the aim of obtaining data. The questionnaire distributed was closed and was a questionnaire with a Likert Scale.

Conceptual Definition

In this research there were 2 independent variables consisting of Parasocial Interaction on YouTube (X1) and Parasocial Interaction on Instagram (X2). Rosengren and Windahl (in Oelfy, 2015) define parasocial interaction as a form of interaction with a figure from the world of mass media, and feel that the media figure seems to be present in person. The dependent variable (Y) in this study is Parasocial Relationship. Parasocial relations are "simulacrum of giving and receiving conversations" (Horton and Wohl, 1956 in Chung and Cho, 2014) between the audience and the media of the characters made. Horton and Wohl argue that using media characters, direct and personal conversation styles, persona can create strong intimacy with media viewers.

Operational Definition

Parasocial Interaction (X)

In this study there are 2 independent variables consisting of Parasocial Interaction on YouTube (X1) and Parasocial Interaction on Instagram (X2), both of which can be measured by measurement of parasocial processing users from Schramm and Hartmann (2008), as follows:

Cognitive:

- Attention allocation

- Understanding persona actions and situations
- Previous media activation and life experience
- Personnel evaluation and personal action
- Anticipatory observation
- Construction of relationships between persona and audience

Affective

- Sympathy/antipathy
- Empathy/opponent empathy
- Emotional Transmission

Behavior

- Nonverbal behavior (example: expression, gestures)
- Verbal behavior
- Behavioral intention

Parasocial Relationship (Y)

Parasocial Relationship can be measured based on measurements from Horton and Wohl (1956 in Chung and Cho, 2014), namely:

- Feeling friendship: Being a good friend
- Self-disclosure: Persona reveals himself
- Understanding: Knowing the reasons for person behavior

Population and Samples

The population in this research was 12982 active students of Gunadarma University. The sampling technique used was purposive sampling technique using the Yamane formula, the samples taken were 388 female students with the required sample criteria were active students of Gunadarma University who were Rachel Goddard's beauty vlogger follower/subscriber on YouTube and on Instagram.

Responden Description

All respondents are students of Gunadarma University. The age of the respondents range from 18 to 23 years with an average of 20.72 years.

Hypothesis Test Results

f-test (Simultaneous)

The F test results of the Parasocial Interaction variable on YouTube (X1) and Parasocial Interaction on Instagram (X2) on Parasocial Relations (Y) show a significant value of 0,000

Hypothesis test results of this research state that the significance value of the variable Parasocial Interaction influence on YouTube = 0,000 <0.05 and T count 5,718> 2,048 which means that the Parasocial Interaction variable on YouTube significantly has a positive effect on the Parasocial Relationship variable.

Relations also increased by 0.115. Positive coefficient means there is a positive relationship between the influence variables of each Parasocial Interaction on YouTube and Parasocial Relations, the more Parasocial Interaction on YouTube, the more influential on Parasocial Relations; (3) The regression coefficient of Parasocial Interaction on Instagram is 0.112 which states that every

RESULTS AND DISCUSSION

<0.05 or 110,823> 3,866. Because sig <a and F count> F table, it can be concluded that the proposed hypothesis is accepted meaning the regression coefficient on the Parasocial Interaction variable on YouTube and Parasocial Interaction on Instagram is significant. Parasocial interactions on YouTube and Parasocial Interaction on Instagram simultaneously influence the Parasocial Relationship

T-Test (two-tailed)

Significant values on the Parasocial Interaction variable on Instagram = 0,000 <0.05 and T count 5,866> 2,048 so that the proposed hypothesis is accepted, which means that the Parasocial Interaction variable on Instagram has a significant positive effect on the Parasocial Relationship variable.

Multiple Linear Regression Test

Parasocial Interaction on Instagram has increased, Parasocial Relations also increased by 0.112. Positive coefficient means that there is a positive relationship between the influence variables of each Parasocial Interaction on Instagram and Parasocial Relationships, the more Parasocial Interactions on Instagram the more it will influence Parasocial Relations.

Table 1. F Test Result (Simultaneous)

Table 1.1. Test Result (Significance)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	887.438	2	443.719	110.823	.000 ^b
	Residual	1541.477	385	4.004		
	Total	2428.915	387			

a. Dependent Variable: Hubungan Parasosial

b. Predictors: (Constant), Interaksi Parasosial di Instagram, Interaksi Parasosial di YouTube

Table 2. 2-Tailed T Test Result (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.953	.805		7.396	.000
	Interaksi Parasosial di YouTube	.115	.020	.324	5.718	.000
	Interaksi Parasosial di Instagram	.112	.019	.332	5.866	.000

a. Dependent Variable: Hubungan Parasosial

(Source: results of data processing through IBM SPSS version 21)

Table 3. Multiple Linear Regression Test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.953	.805		7.396	.000	4.370	7.535
	Interaksi Parasosial di YouTube	.115	.020	.324	5.718	.000	.075	.155
	Interaksi Parasosial di Instagram	.112	.019	.332	5.866	.000	.074	.149

a. Dependent Variable: Hubungan Parasosial

(Source: results of data processing through IBM SPSS version 21)

Determination Coefficient Test

The coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. In the test the coefficient of determination Adjusted R Square value is 0.362 or 36.2%, indicating that the Parasocial Relationship variable that can be influenced by the Parasocial Interaction variable on YouTube and

Parasocial Interaction on Instagram is 36.2%. While the remaining 0.638 or 63.8% is influenced by other variables. In this study the Standard Error of estimated is 2.001. With a confidence level of 95%, this study can be stated as good, because the error rate is less than 5%.

Table 4. Determination Coefficient Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 ^a	.365	.362	2.001

a. Predictors: (Constant), Interaksi Parasosial di Instagram, Interaksi Parasosial di YouTube

(Source: results of data processing through IBM SPSS version 21)

Correlation Test

In the correlation test, information is obtained that the correlation between the Parasocial Interaction variables on YouTube and the Parasocial Relationship variable is 0.556. This value of 0.556 is in the interval 0.40 - 0.599 which means that the value of the correlation between the Parasocial Interaction variables on YouTube and the Parasocial Relationship variable is moderate.

While the correlation between Parasocial Interaction variables on Instagram with the Parasocial Relationship variable is 0.697. The value of 0.697 is in the interval of 0.60 - 0.799 which means that the value of the correlation between the Parasocial Interaction variables on Instagram and the Parasocial Relationship variable is strong.

Table 5. Correlation Test

Correlations				
		Interaksi Parasosial di YouTube	Interaksi Parasosial di Instagram	Hubungan Parasosial
Interaksi Parasosial di YouTube	Pearson Correlation	1	.697**	.556**
	Sig. (2-tailed)		.000	.000
	N	388	388	388
Interaksi Parasosial di Instagram	Pearson Correlation	.697**	1	.558**
	Sig. (2-tailed)	.000		.000
	N	388	388	388
Hubungan Parasosial	Pearson Correlation	.556**	.558**	1
	Sig. (2-tailed)	.000	.000	
	N	388	388	388

(Source: results of data processing through IBM SPSS version 21)

So the results of the comparison state that the correlation value of the Parasocial Interaction variable on Instagram (X2) is stronger against Parasocial Relations (Y) than Parasocial Interaction on YouTube (X1). In line with the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2017 the data statistics showed that Instagram became one of the most widely accessed social media by Indonesians with 19.9 million in second place after Facebook,

while YouTube was in third place which only has 14.5 million assessors.

Description Analysis

Based on data from 388 respondents to the University of Gunadarma that researchers collect, it is found that respondents had a range of ages 18-23 years, with the highest percentage at the age of 22 years of 27.3%. It is very natural to happen because the age of 22 is adolescence in the world of interactions because according to Maltby (2001) that a

natural idolatry occurs at the age of adolescence, but will decline as it grows older. In line with the population and Family planning agency (BKKBN, 2011) stating that the age of the teenager was in the 18-24-year range, so the age of 22 years into the late teenage phase. In addition, according to surveys The Renfrew Center Foundation in 2013 mentioned that the 65% of teenage girls who began to wear makeup from at age 8, 13, to 27 years old hardly ever leave home without wearing makeup. Especially the respondents of this research are sorority then it is natural if they seek makeup reference that matches herself to go to college.

The phenomenon of parasocials relationship is in accordance with social penetration theory. Altman & Taylor (in Kadarsih, 2009) states that un intimate relationships move towards intimate relationships due to self-openness. This process allows people to get to know each other in a relationship. This self-disclosure helps to shape the present and future relationship between two people, and "make oneself open to others gives intrinsic satisfaction ". In this case, Rachel Goddard is indeed openly revealing himself on social media, making his followers come to know more in Rachel Goddard's true and increasingly making relationships become more intimate, coupled with constant interaction will further improve the relationship. A person becomes reachable by someone else because he is loosening the limit tight and make herself easily influenced. This can be a process scary, but Altman and Taylor (in Kadarsih, 2009) believe that only by allowing others to penetrate

well under the surface of the person will be able to depict the true truth regarding himself to others, that is what researchers find on the figure of Rachel Goddard.

Overall, the comparison of these two platforms, stating that the variable correlation value of parasocial interactions on Instagram is stronger against the parasocial relationship from parasocial interactions on YouTube. In line with the survey results conducted by the Indonesian Internet Service Provider Association (APJII) on 2017 data statistics show that Instagram became one of the most widely accessed social media by Indonesians with a turnover of 19.9 million which was second in position after Facebook, while YouTube was third in the 14.5 million users. In addition, there are many advantages that Instagram has compared to YouTube, namely: (a) Instagram has many features and advantages that are not owned by YouTube. Even if the content appearing on YouTube is as strong, but the flexibility of Instagram users using more smartphone media easy on Instagram and doesn't need a large bandwidth like access YouTube; (b) There are not very few Instagram users whose last photo or video post is long, but they still upload a lot of other things through Instagram Stories (snap grams) in the last 24 hours. This tendency indicates that users are very fond of the Stories feature and they are more hyperactive when the persona they follow update there, as well as other important things that users are more likely to interact more personally with related persona; (c) "The first minute of

a video is the video deciding to be watched until the end or not". This phrase may apply to videos that have a longer duration. However, with a shorter duration as the Instagram feature has made users "forced" to watch until the end they will decide to find more about what they just watched (such as watching more in YouTube).

Therefore, with this social media, the further confirms the parasocial relationship built by his followers/fans with his idol figure, because through social media they can get a picture of the idol figure with the setting more natural and obtained by various other information that cannot be obtained through other mass media. This makes the closeness between a follower/fan and the idol stronger. This social media account, owned by Rachel Goddard, was seen as a parasocial interaction and a parasocial relationship. The commentaries are a depiction of parasocial interactions, and followers who always comment on any information uploaded by Rachel Goddard show that they have built a parasocial relationship with the figure.

SUMMARY

This study examined the effect of independent variables namely parasocial interactions on the dependent variable parasocial relations. In this study the researcher made a comparison on the independent variables, namely parasocial interactions on YouTube and on Instagram with the beauty vlogger account of Rachel Goddard in 388 respondents from Gunadarma University students. The results of data processing and analysis show that simultaneously, the parasocial interaction variables on YouTube (X1) and parasocial interactions on

Instagram (X2) on parasocial relations (Y) show a significant value of $0,000 < 0.05$ and $F \text{ count } 110,823 > 3,866$ so that it can be concluded that parasocial interactions on YouTube and parasocial interactions on Instagram simultaneously (together) have a significant effect on parasocial relationships, which means that the more parasocial interactions on YouTube and Instagram, the deeper parasocial relationships are formed.

Partially the parasocial interaction variable on YouTube shows a significance value of $0,000 < 0.05$ and $T \text{ count } 5,718 > 2,048$ so that the proposed hypothesis is accepted and the independent variable parasocial interaction on YouTube significantly influences the variable parasocial relationship. Meanwhile, the parasocial interaction variable on Instagram shows a significance value of $0,000 < 0.05$ and $T \text{ count of } 5,866 > 2,048$ so that the proposed hypothesis is accepted, which means that the variable parasocial interaction on Instagram significantly influences the variable parasocial relationship.

The parasocial interaction variable on Instagram is far more powerful in influencing parasocial relations than the parasocial interaction variable on YouTube which is of moderate value to the active female students of Gunadarma University, this is caused by several advantages Instagram is easy user flexibility, does not require large bandwidth such as accessing YouTube, and the presence Instagram Stories / Snapgram allows users to more personally interact with the relevant persona.

With the existence of social media, it increasingly reinforces the parasocial relationship built by followers / fans

with the figure of his idol, because through social media they can get a picture of the figure of the idol with a more natural setting and obtained various other information that cannot be obtained through other mass media. This is in accordance with one of the assumptions of the theory of Social Penetration, namely Self-Disclosure

(self-disclosure) is the core of the development of relationships, where the self-disclosure of Rachel Goddard's figure towards others provides intrinsic satisfaction for his followers.

For further research, it can also analyze attitude towards advertisement and purchase intention.

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